

# The Progress Group

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## Greater Good: Social Enterprise for Colorado

Greater Good is a comprehensive business development program, run by The Progress Group, designed to identify, train and fund for-profit social entrepreneurs of limited means along Colorado's Front Range. By connecting these emerging triple-bottom-line businesses with key players in the economic development, venture capital and socially responsible business communities, Greater Good will help scale these innovative ideas into high impact ventures, becoming part of the green economy. In the process, local communities will be strengthened, poverty reduced and new jobs created.

In the last decade, social entrepreneurship has revolutionized the business world, proving the ability to make a profit while improving environmental and social conditions. Throughout Colorado, companies that are adopting these "triple-bottom-line" practices are securing new clients, distinguishing themselves from the competition and strengthening their market positions.

Our goal is to enable those at the margins of society, (low and moderate-income people, minorities, veterans, youth, elderly, disabled) who are often challenged by access to capital and information, the opportunity to join the rising tide of social entrepreneurship. We are committed to increasing self sufficiency and local economic development.

The Greater Good program includes six integrated components that form a comprehensive network of services designed to move dozens of aspiring business social entrepreneurs from idea to implementation to profitability:

- *Greater Good Pipeline* - a network of non-profit business development and educational institutions along the Front Range that will help identify and attract innovative, civic minded businesses into the program.
- *Greater Good Academy* - a training program for entrepreneurs interested in incorporating triple-bottom-line principles into their business operations.
- *Greater Good Mentors* - a network of successful social entrepreneurs and business leaders that will coach program participants.
- *The Greater Good Enterprise Fund* - an investors' pool that will offer \$20,000-\$50,000 business loans to qualified entrepreneurs. The Fund will be managed by the Colorado Enterprise Fund.
- *The Greater Good Showcase* - a quarterly event connecting emerging social entrepreneurs with potential investors, foundations, business and public officials.
- *The Greater Good Challenge* - a business plan competition for emerging triple-bottom-line businesses, with awards including start-up funding and office space.

The time for Greater Good is now. Our mission is bold yet focused and results oriented.

We agree with author Paul Hawken that, "Business is the only mechanism on the planet today powerful enough to produce the changes necessary to reverse global environments and social degradation."

We are currently building the pipeline of business development partners, taking the steps necessary to create an investment fund and developing a Greater Good advisory board. The Greater Good program will be officially launched on October 22, 2009, with a mini-showcase of entrepreneurs and the announcement of the investment fund.

Throughout the winter of 2009 and spring of 2010 we will focus on:

- Securing corporate and foundation partners to help sponsor the Program.
- Developing curricula for the Greater Good Academy and holding our first courses
- Setting up the Greater Good Enterprise Fund
- Formalizing the Mentoring program
- Reaching out to potential investors and funders
- Crafting the Greater Good Business Plan Challenge

**Schedule:**

- \* Showcase - October 22, 2009
- \* Showcase - February, 2010
- \* Boot Camp - February 2010
- \* Business Plan Competition - April 2010
- \* Showcase - June, 2010

CORE, Colorado's leading sustainability trade association is acting as the Fiscal Sponsor for the Greater Good Project. For more information about how you can participate in **The Greater Good** project.

For information about how you can become involved, please contact:

Richard Eidlin ~The Progress Group ~ 303-478-0131 ~ [Richard@progroup.com](mailto:Richard@progroup.com)

**Supporting Organizations (partial list)**



[www.MileHighBiz.org](http://www.MileHighBiz.org)

**GROWDENVER**  
The Office of Economic Development



Greater Good Program

